

MANITOBA



*The*  
**Keystone**


*Province*

"KNOW MANITOBA BETTER" ISSUE









**N**INETEEN years ago the first edition of Keystone made its appearance. Since that time 25 issues and supplements have been published dealing with many aspects of the activities of the province and detailed descriptions of its boundless wealth and beauties.

This edition has been specially prepared to give to both our own people and the visitors within our borders an introduction to the fascinating story of Manitoba.

It deals in general terms with the history and geography of the province, its great natural resources and its gigantic strides in industrial development in the past few years. It gives an insight into the life of its people, and finally, in more detail, information regarding some of the many attractions in its northern, eastern, western and central regions.

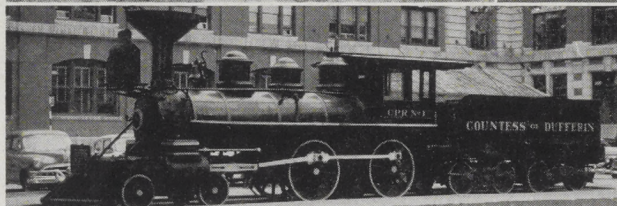
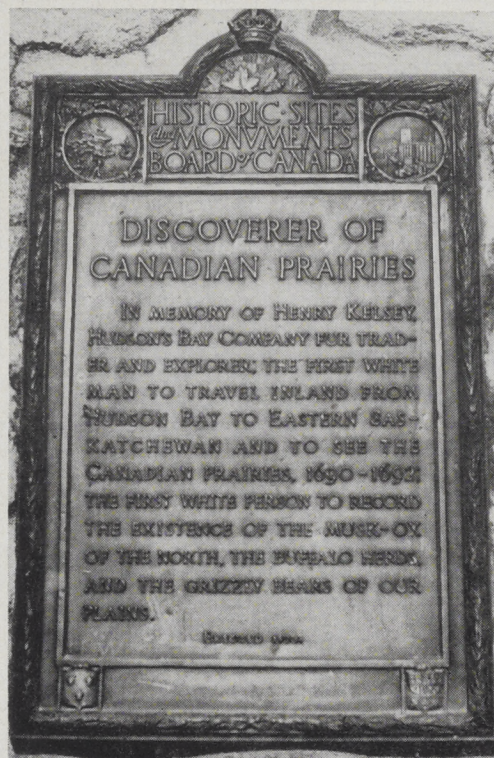
This small booklet, it is hoped, will serve as an incentive to *KNOW MANITOBA BETTER*.

*Gummy Evans.*

Minister of Industry and Commerce,  
Province of Manitoba

**KNOW MANITOBA BETTER**





Depicted on this page are but a few of the historical monuments to be found in Manitoba. They include a plaque in memory of Henry Kelsey, the La Verendrye monument, the first locomotive to arrive in Winnipeg, the Lower Fort Garry and old St. Andrew's Church.



## HISTORY

**T**HE story of Manitoba begins before history—for the physical shape of the province emerged on this continent thousands of years ago when the great glacial Lake Agassiz disappeared. Years later the province was peopled by the ancient mound-builders, and by Assiniboine, Cree and Saulteaux Indians. The first approaches to Manitoba by white men were via Hudson Bay, explored by Henry Hudson in 1610. Sir Thomas Button, an equally intrepid explorer was the first white man to set foot on Manitoba soil in 1612 when he landed near the mouth of the Nelson River to take the land in the name of the King of England. Later in the 17th Century came the “Governor and Company of Adventurers of England Trading into Hudson Bay” to establish the province’s first industry—the fur trade. To the south, in 1738, the gallant French-Canadian explorer, La Verendrye, made his way to the present site of Winnipeg. The first white settlers were brought into the province by Lord Selkirk in 1811. These settlers pioneered a way of life which secured Manitoba for the British Crown. Following the Red River disturbances in 1869-70, and the establishment of a provisional government by Louis Riel, Manitoba entered Confederation in 1870 under the Manitoba Act. (The name Manitoba is said to be derived from two Indian words—*Manitou*—the great spirit and *waba*—the “narrows” of Lake Manitoba. It also has been translated as “The Great Spirit’s Voice”—probably the roar of the waters in the Narrows of Lake Manitoba. Since 1870, peoples of many creeds and of many lands have come to settle and develop the province; to enjoy liberty and freedom.

For those who would like to get a glimpse of the past, there are fine museums in Winnipeg; at the Civic Auditorium, the Hudson’s Bay Company Retail Store, Ross House and Seven Oaks House; and in Emerson, Brandon, Carman, St. Boniface, Austin, Morden, Killarney, Swan River and The Pas. Many historical sites and markers can be found in the province from Emerson on the American border, to the shores of Hudson Bay.









**M**ANITOBA is Canada's central province and is the only prairie province to have an outlet to the sea within its borders.

Covering an area of over 250,000 square miles it is roughly twice the size of the British Isles and larger than the combined American states of Maine, New Hampshire, Vermont, New York, Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Virginia, Delaware, Pennsylvania and West Virginia.

Bordered to the north by the Northwest Territories, to the south by the United States, to the east by Ontario and Hudson Bay, and Saskatchewan to the west—Manitoba's average elevation is between 500 and 1,000 feet above sea level. The highest point in the province is Duck Mountain, which reaches a height of 2,727 feet.

Perhaps Manitoba's outstanding physical attraction is its wide variety of countryside. In the southern portion of the province is the typical prairieland of Western Canada with its rolling rich plains interspersed with windbreaks of oaks, elms, poplars and evergreens to break the skyline. The eastern area is the broken and rugged lake-land fringed by tall pines and fir trees, reached through beautiful farming areas. To the north are three vast bodies of water—Lake Winnipeg, Lake Winnipegosis and Lake Manitoba—where all the sights, sounds and industry of the sea coast are in evidence. To the far north, above the lakes, is the rolling tundra of the "land of the little sticks," a land rich in minerals, power, game and fish, culminating in the reaching of Port Churchill on the shores of Hudson Bay.

To the west is the land of rolling hills, sparkling streams and lakes—cattle country, farming country, and holiday country—a land of tall trees. Farther north is the rugged land of trout streams, waterfalls and the clearest rock-bottom lakes in the land.

Though Manitoba has a long winter season it has one of the sunniest climates on the continent with an annual average of 45.4 per cent sunshine of the maximum possible.

Summer days are long and warm with temperatures ranging from 65° to 90°. Summer nights are cool and pleasant. In the winter the temperature drops to below zero readings. The general climate is regarded as being one of the healthiest in the world.







## Natural Resources

**M**ANITOBA'S greatest natural resource is perhaps its rich soil and favourable climate. One of Canada's leading agricultural provinces, it is particularly suitable for growing wheat and has set the world standard for this grain with its famous Number One Northern.

About 18,000,000 acres are farmed in the province, of which approximately 8,000,000 acres are sown to field crops. Though wheat forms the main crop, barley, oats, rye, flax and corn are grown as well.

Manitoba also produces a large amount of vegetables and fruits, including strawberries, raspberries, crabapples and plums. Sunflower seeds are grown commercially for oil, and sugar beet production supports a good-sized sugar industry. Some two dozen vegetable canning and pickle factories and other processing plants using Manitoba products are well established.

The province also contributes heavily to the meat market with its packinghouse industry accounting for about 12 per cent of the total slaughtering for Canada and about 37 per cent for the Prairie Provinces.

Livestock and livestock products account for nearly one-third of the province's agricultural income. Dairy products and poultry also play a large part of the province's economy.

Total gross value of agricultural production in Manitoba annually is over \$320,000,000.

A good insight into the wide variety of plants that grow to produce food, shelter and beauty for Manitobans will be given the visitor to Morden, 78 miles southwest of Winnipeg.

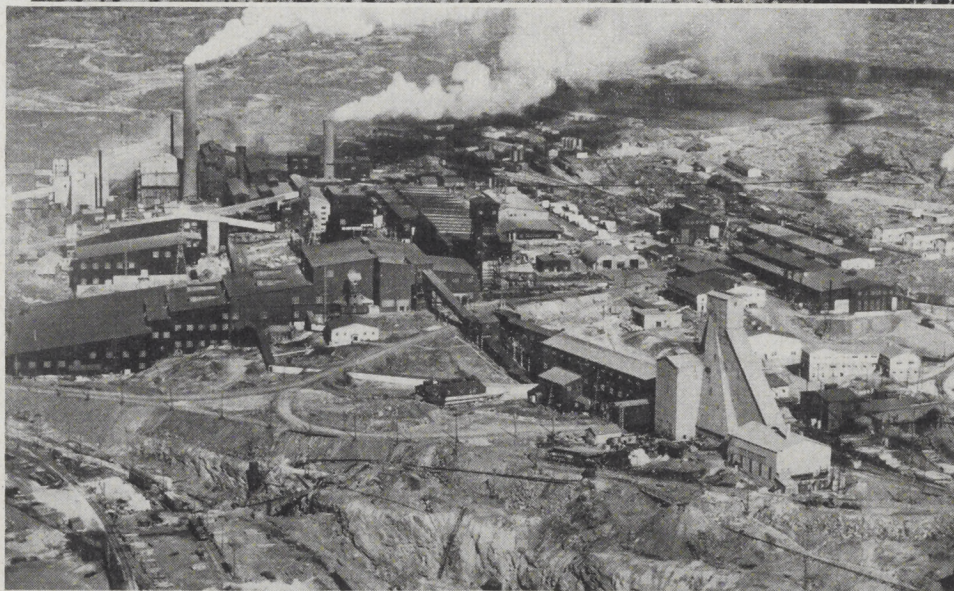
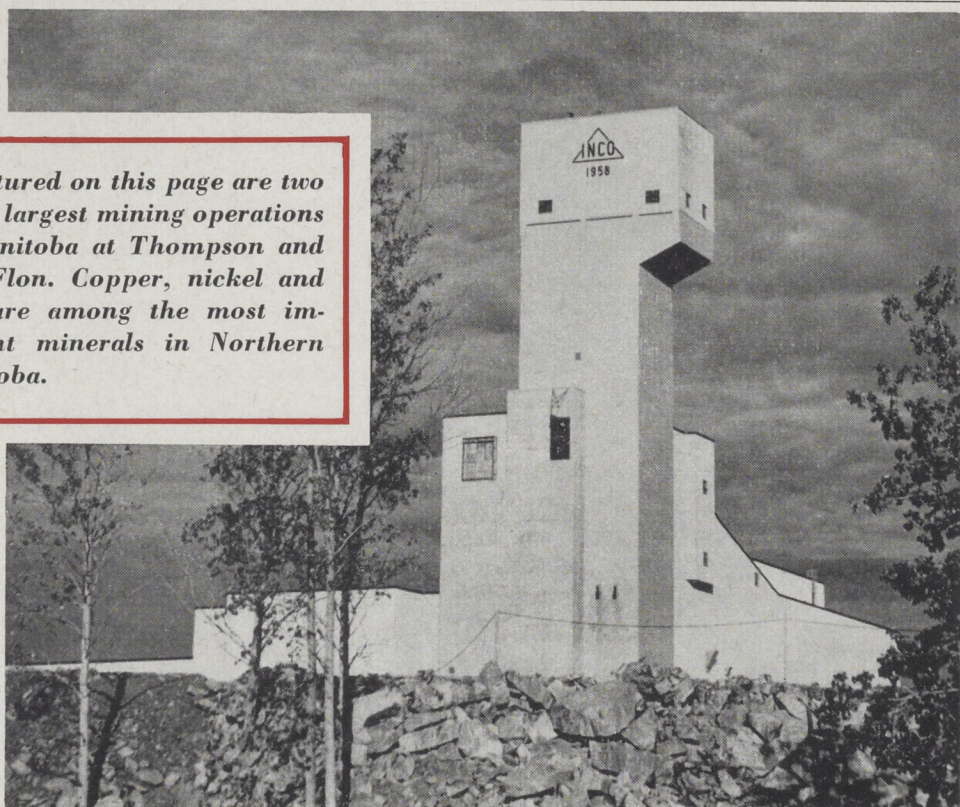
There on the edge of the Pembina Hills lies one of the most beautiful of all government experimental stations situated near to Lake Minnewasta. The station conducts experiments with a great variety of growing things such as trees, grains, fruits and flowers. Apart from the lake, five parks and picnic grounds there is an interesting museum there where visitors are always welcome.

Apart from rich land for agriculture, Manitoba is wealthy in other natural resources.





*Pictured on this page are two of the largest mining operations in Manitoba at Thompson and Flin Flon. Copper, nickel and zinc are among the most important minerals in Northern Manitoba.*





At the moment Manitoba ranks eighth among the provinces in mineral output. Copper, zinc, gold, silver and nickel are mined extensively here, while gypsum, salt, cement and bentonite are produced in large quantities, to name but a few of the minerals. The total value of minerals obtained in the province during 1959 was \$57,951,665. This figure will soon be passed when the many new developments in the north begin their production.

The International Nickel Co. is presently engaged in the development of the Mystery-Moak Lakes ore body, a gigantic enterprise which will see the outlay of \$200,000,000 in bringing this extensive nickel ore body to the production stage. Production will commence during the summer of 1960.

At Snow Lake, the Hudson Bay Mining and Smelting Co., while maintaining production levels at its Flin Flon site, is developing two new zinc-copper deposits of major importance.

Forest products play no small part in the economy of the province, constituting as they do the third major industry here. More than 93,000 square miles of Manitoba's area is forested, some 30,500 square miles of which is productive. Uses to which the forest products are put include the making of paper and building materials.

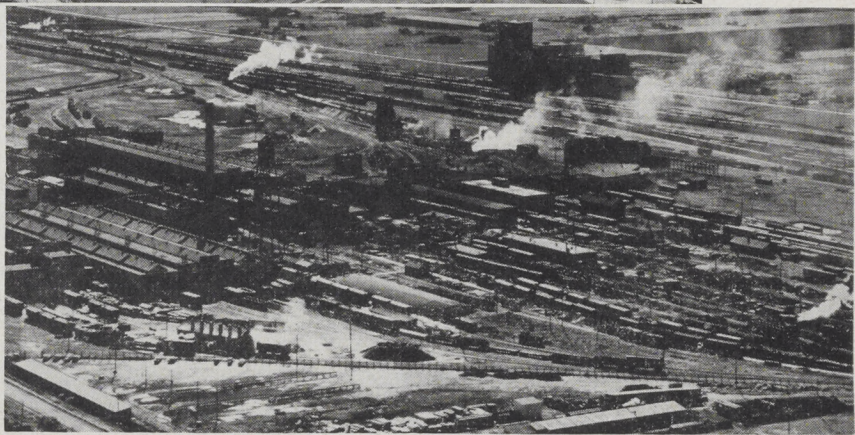
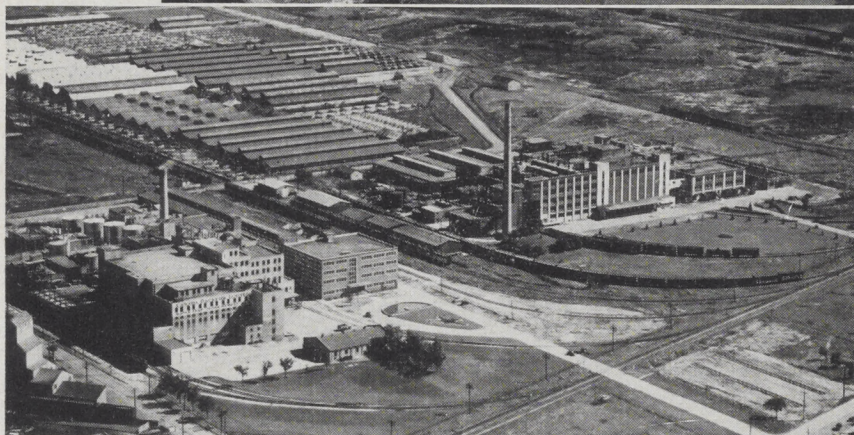
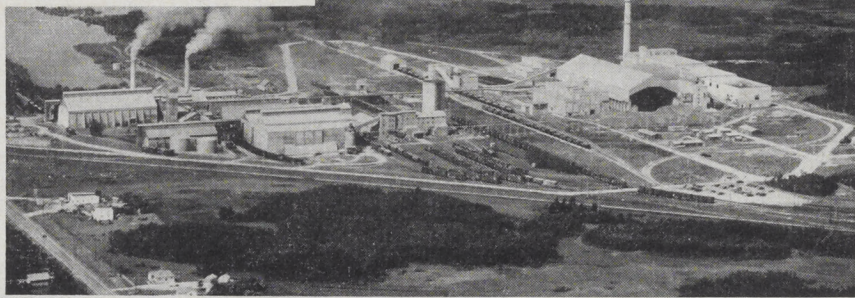
Fish and fur are both important resources. More than 6,000 commercial fishermen are employed and well over 31,000,000 lbs. of fish are caught annually.

Manitoba ranks second among the provinces in the fur industry. More than 6,800 trappers and 400 dealers are employed annually in the primary fur industry, as well as a good number of people engaged in tanning and manufacturing. The values of furs exported from, and processed in Manitoba amounts to between \$10,000,000 and \$15,000,000 annually.

The province has vast water resources suitable not only for navigational and industrial uses, but also for power. It leads the prairie provinces in hydro-electric power development—accounting for 65 per cent installed capacity of all power generated in the central and western provinces. In recent years Manitoba has also emerged as a major oil-producing area, possessing rich oil fields in the southwestern portion of the province. In 1959 Manitoba wells produced over 5,000,000 barrels of crude oil, valued in excess of \$11,500,000.



*Manitoba is rapidly becoming one of Canada's leading industrial provinces. On this page are representative photographs of large industries in the metropolitan area of Winnipeg—cement production, meat packing and transportation.*





## INDUSTRY

**T**HE manufacturing industry is of major importance to the province's economy. The gross value of production, during 1959, is estimated at \$743,600,000. The industry employs about 50,000 persons and pays approximately \$157,100,000 annually in salaries and wages, 22 per cent of total salaries and wages paid in the province. The large amounts of raw materials used every year by Manitoba manufacturing firms are valued at \$425,300,000.

The growth of the industry has been constant, and production values have increased 56 per cent during the last ten years as a result of expansion and the establishment of new industries with nearly 538 new firms coming into being during this period.

The greater part of the manufacturing industry is located in the Metropolitan Winnipeg area. During the last few years, however, there has been a tendency to locate in rural communities. Manufacturing centres outside of Winnipeg include the cities of Brandon, Portage la Prairie; the towns of Flin Flon, Swan River, Selkirk, Neepawa, Morden, Winkler, Pine Falls, Dauphin, Boissevain, Altona and Steinbach. This process of decentralization will accelerate as rural water, sewer and power facilities improve.

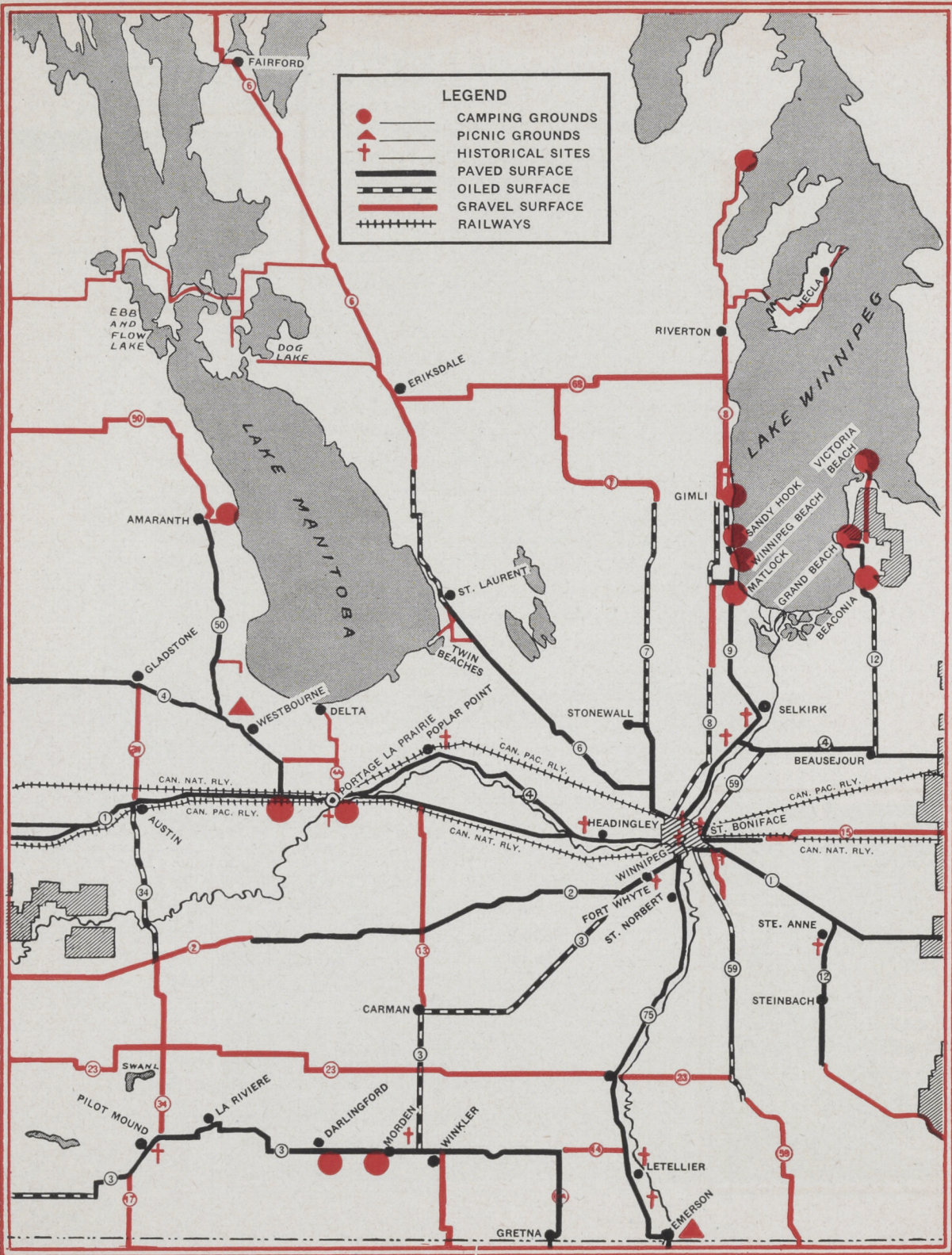
Manitoba's manufacturing industry produces a great variety of products, capital and consumer goods. The largest industrial group is food and beverages, followed by iron and steel products and the petroleum products industry. The petroleum products industry has increased in size and importance during the last few years. The two larger refineries in the province are among the top producers of petroleum products on the Prairies.

The province's garment industry has placed Winnipeg as the fashion centre for the West. Winnipeg heads all other Canadian cities in the production of men's work clothing and has the third largest cap industry in Canada. The industry produces all types of men's, women's and children's clothing.

Manitoba also boasts the only firm in the world that processes sunflower seeds for vegetable oils. It was a Manitoba firm that designed and now produces the world-famous scintillometer used extensively in Canada.









## CENTRAL

**M**ANITOBA, apart from being generally considered one of Canada's foremost "tourist" provinces, holds many attractions for its own people.

For the purposes of this booklet, Manitoba is divided into four main sections—central, north, east, and west, each of which contain areas ideally suitable for vacationers of every type, the family, the fisherman, the hunter, or the plain ordinary "rubber-necker."

The central section—as depicted by the map on the opposite page—contains many of the province's best known historical and family recreational areas.

Winnipeg is the focal point of this area. It is the largest commercial and industrial centre in the province and the largest city in the prairie provinces. By virtue of its fine hostelrys, recreation and entertainment facilities and native hospitality, Winnipeg has grown to become the Convention Centre of Western Canada.

The city has more than 80 parks, squares and athletic fields containing zoos, botanical gardens and tropical greenhouses. There are a number of excellent golf courses, a rowing club, a canoe club, and several outdoor swimming pools.

It is second to none in fine public buildings and historical monuments and has more than 80 churches serving 15 different religious groups.

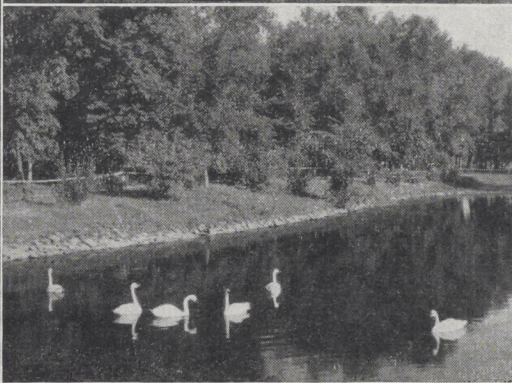
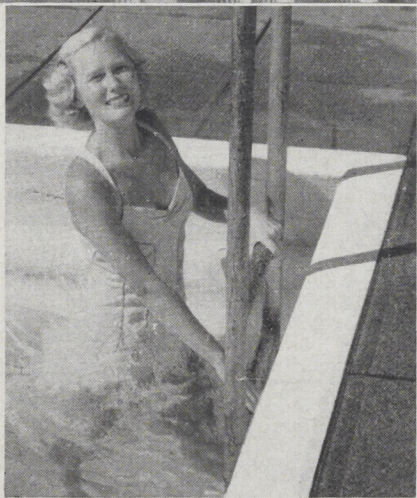
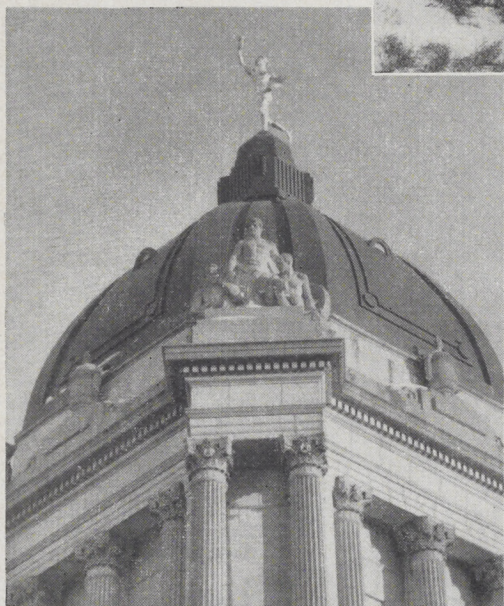
For those who are interested in touring the city there are endless sights to see, among them the old original Fort Garry gate situated on Main Street just opposite the C.N.R. Station; Assiniboine Park, with lovely gardens, lawn tennis courts, a cricket pitch, a large zoo, a palm house, a conservatory and a refreshment pavilion; the civic auditorium which houses the art gallery and museum; the Hudson's Bay Company museum exhibiting some of Manitoba's earliest relics.

For people who are interested in sightseeing in particular rather than in general, a number of Winnipeg educational, governmental, industrial and commercial organizations conduct visitors over their buildings.





*Central Manitoba possesses a variety of attractions, ranging from all - season playgrounds, historical monuments, and beautiful buildings. On this page just a few are pictured in the areas of Lake Winnipeg, St. Boniface, Portage la Prairie and Winnipeg City.*





Among these are: The Canadian Broadcasting Corporation; the Technical Vocational School; the Manitoba Technical Institute, the University of Manitoba; the Winnipeg Grain Exchange; Canada Packers Ltd.; Silverwood Dairies; Coca-Cola Ltd.; and Canadian Co-operative Implements Ltd. Prospective visitors are advised to telephone the organization concerned for advice on times of conducted tours. The Provincial Legislative Building in the heart of downtown Winnipeg is regarded by competent authorities as one of the most beautiful public buildings in North America. Both its exterior architecture and landscaped grounds, and its interior motif have gained wide acclaim. Winnipeg's City Hall, termed affectionately "The Ginger Bread Cake," is a well loved architectural oddity. The Winnipeg Arena and Stadium and The Rainbow Stage in Kildonan Park epitomize the latest in architectural beauty and functional design.

Accommodation for out of town visitors is well provided for with some 70 hotels and numerous first class motels and trailer camps.

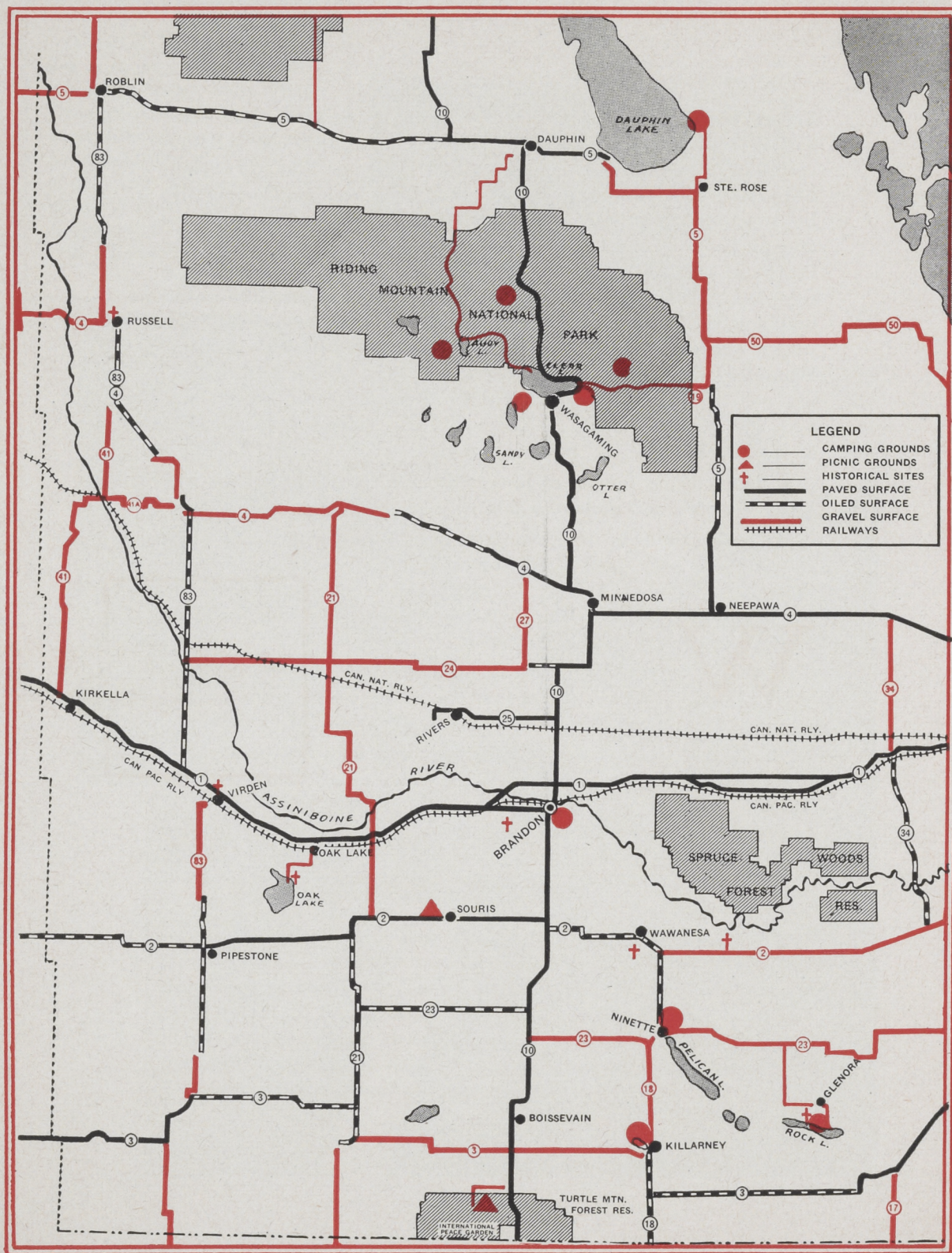
Just across the river from Winnipeg lies the picturesque City of St. Boniface—the only great sized French Canadian city outside of the province of Quebec. One of its most outstanding attractions is its Basilica—whose "turrets twain" achieved international fame in Whittier's poem "The Red River Voyageur."

There, too, is the monument to La Verendrye—one of Manitoba's great pioneers, a replica of the famed Lourdes Grotto, an interesting small museum in the City Hall and many other items of interest.

Winnipeg is well situated for those whose holidays are short. Some of the most beautiful vacation areas are within a day's trip of the city. Among these are the Whiteshell Forest Reserve (90 miles), Seven Sisters Falls (63 miles), Lac du Bonnet (70 miles), Pine Falls (96 miles), Beaver Creek (120 miles), Moose Lake (130 miles), Amaranth (120 miles), Lynch Point (97 miles), Hecla Island (110 miles), to name but a few.

Morden, 78 miles southwest of Winnipeg on the historic La Verendrye Trail, boasts five fine parks, picnic and recreational areas including a large beach on Lake Minnewasta. Main holiday area in the central section is Lake Winnipeg. Only a few miles north of Winnipeg by highway lie such resorts as Winnipeg Beach, Victoria Beach, Grand Beach, Sans Souci, Matlock, Ponemah, Sandy Hook, Gimli, Beaconsia, Whytewold, all of which have accommodation suitable for the individual or family.







To the west of Winnipeg lies Portage la Prairie. Centre of a large farming community the city is within easy reach of the internationally known Delta Marshes and Waterfowl Research Station. In the heart of the city, in a giant bow of the Assiniboine River, is Island Park, a beautifully wooded picnic area and game preserve. Thirty miles west is Austin, site of the Agricultural Memorial Museum of Manitoba. Here are displayed many of the giant farm engines of yesteryear as well as a wide range of implements and furnishings of Manitoba's pioneer farming days.

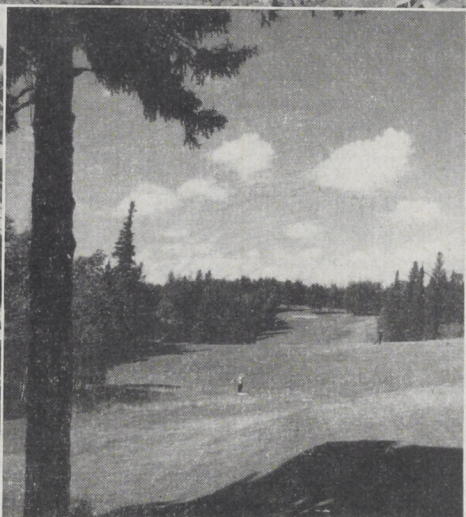
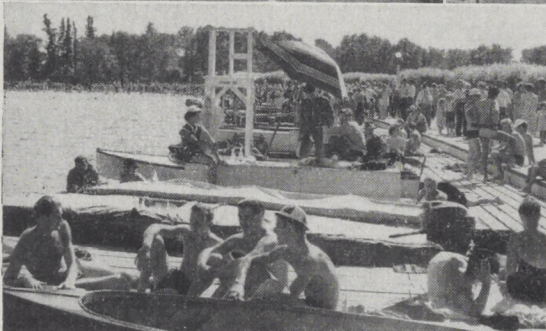
These are but a few of the many attractions in the central section—there is still much more to see when you set out to re-discover Manitoba for yourself. There is Old St. Andrew's Church, 17 miles away, the nearby river locks, the old town of Selkirk, headquarters of many of Lake Winnipeg's fishing fleets. There is Lower Fort Garry—the oldest remaining stone fort in the Canadian West, there is the Trappist monastery at St. Norbert. In fact there is so much that you will be glad that you decided to KNOW MANITOBA BETTER.

**W**ESTERN Manitoba possesses, no less than the other sections of the province, its own particular appeal for the vacationer. Best known of its many holiday areas is the beautiful Riding Mountain National Park, considered among the three finest national parks in the nation. The park offers almost unlimited attractions to every type of holiday-seeker: boating, canoeing, fishing, swimming, tennis, golf, riding, and just plain motoring or relaxing.

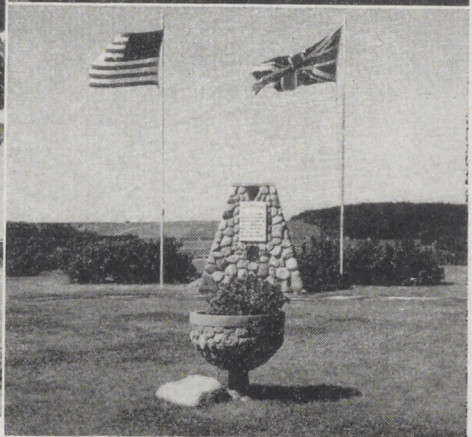
Served by the quaint little town of Wasagaming, which is the shopping and administrative centre of the park, it stretches over an area of nearly 1,200 square miles, which contains lakes, streams, wooded hills, giant evergreen forests, sparkling sandy beaches, beaver dams and an exhibition herd of buffalo. Situated only 161 miles from Winnipeg, the park is the summer home of thousands of visitors every year. It contains a number of hotels, several restaurants, an outdoor roller skating rink, a theatre, an exceptionally fine golf course, garages, and many excellent summer motels and cabins, as well as camping grounds and trailer parks.

**WEST**





*Western Manitoba  
boasts a wide variety  
of holiday appeal rang-  
ing from country fairs  
to modern towns, doz-  
ens of beautiful lakes,  
the international peace  
garden, and one of  
Canada's most famous  
National Parks.*





Mainly a family holiday area, children are particularly catered to with playgrounds, sandy beaches and safe bathing in warm, shallow waters.

Its most popular area is Clear Lake, which has been specially developed by the government as a summer resort with beautiful trees in abundance set in grassy short clipped lawns and parklands. Few people who visit the park fail to return again and again.

To the north of the park is the gateway to the north, Dauphin and Lake Dauphin while to the south is the pleasant little town of Onanole where close by is a well established dude ranch. Other towns to the south are Erickson, Minnedosa and Neepawa.

The highway south drops into the picturesque Minnedosa Valley, one of the prettiest sights of Western Manitoba.

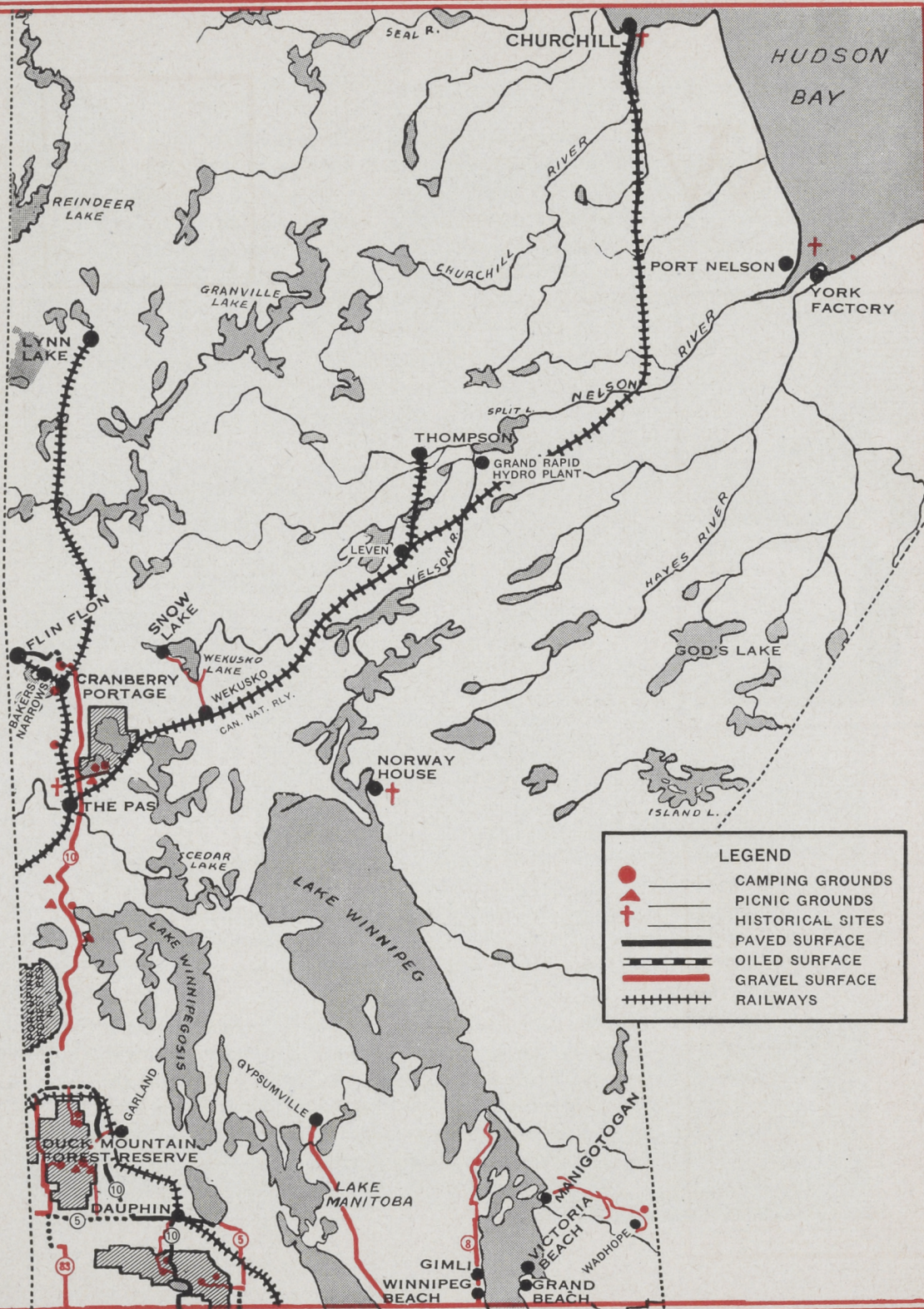
Biggest city of the area is Brandon—known far and wide as the Wheat City — the centre of a rich agricultural area and a thriving, bustling town. There is held the Western Canada Trade Exhibition each year. First used as a trading station by the Hudson's Bay Company in 1791, it received its first settlers in 1878, and from then on made its name as the centre of one of the greatest farming areas in Canada. Brandon, however, is not only an agricultural city, today it boasts a healthy—and wealthy—industrial development which augurs well for this prairie metropolis.

Less than an hour's run from Brandon lie several attractive holiday spots such as Rock Lake, Pelican Lake and Lake Killarney. Here there are fine sandy beaches, swimming, boating and fishing amid wooded hills and rolling countryside. There is good accommodation for visitors at each of these lakes, along with picnic grounds, playgrounds and public beaches.

South again—to the American border—lies the International Peace Garden, the only garden in the world dedicated to Peace. It lies in the midst of the Turtle Mountains on a site midway between the Atlantic and Pacific Oceans, and is a permanent memorial which symbolizes more than 140 years of peace between Canada and the United States. It is one of the continent's great places to visit.









**W**HEN Manitobans begin to talk about “their” north, it is hard to stop them—for a very simple reason. There is so much to talk about. It is in Northern Manitoba that the world’s largest lake trout was caught by a young woman, it is there that the world’s championship sleigh dog races are held, it is there that some of the world’s greatest mining developments are taking place, it is there that Manitoba’s history began, and it is there that holiday makers from at home and abroad can find every type of vacation they want.

Just to touch briefly on some of the attractions the north holds: there is Manitoba’s ocean port of Churchill, the thriving town of Flin Flon, the sandy-beach fish-filled lakes around The Pas, the old trading post of Norway House, and the new mining areas which are claiming some of the area’s rich wealth.

The Hudson Bay Port of Churchill on the eastern side of the section handles much of the prairie wheat shipments for overseas. Among its many sights is that of watching the local Eskimo and Indian fishermen harpoon white whales in the harbor area. There, too, is the giant 5,000,000-bushel elevator which forms the back-drop to the whole scene. At the harbor’s entrance lie the remains of Fort Prince of Wales, which changed hands between the old English and French history-makers many years ago. Strange Arctic flowers can be seen there, making a curious contrast to a visit to the whaling plant, and the bustle of the nearby Canadian and American army stations. Popular among visitors from the tamer areas south is the annual C.N.R. excursion which leaves Winnipeg each year in the middle of August and stops at interesting points all up the rail line which carries its passengers 1,000 miles north of Winnipeg. Bookings must be made well in advance for this much sought after trip.

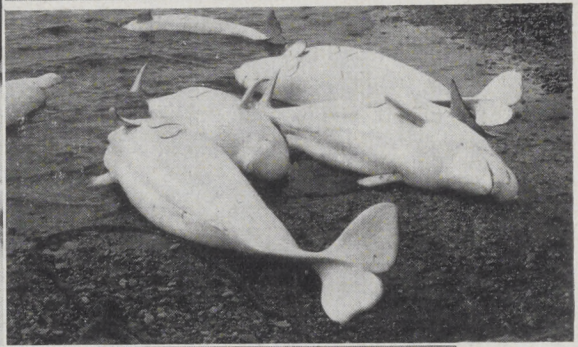
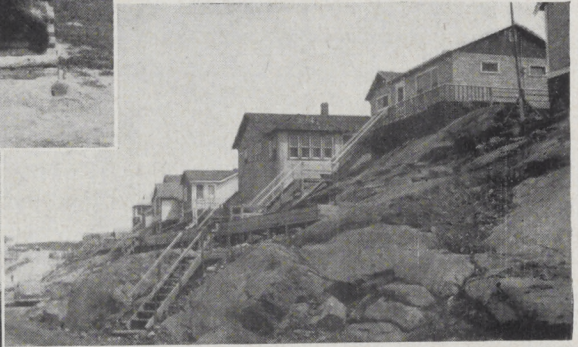
Along No. 10 highway is The Pas, administrative centre for northern mines and natural resources and a historical point of interest. The Pas boasts a number of “firsts” in Manitoba. Among these are the first agricultural area north of 53 — the 135,000-acre Pasquia land reclamation development; and the first fur block management scheme in the province. Within easy distance







*A new kind of holiday can be found in Northern Manitoba—a land of fine fishing, good hunting. Eskimos, white whales, unique towns and picturesque lakes. Truly, a land of adventure.*





lie a number of pleasant lakes well suited for family vacations — as well as the fisherman. Among these are Clearwater Lake, which has ample visitor accommodation; Rocky Lake, Cranberry Portage, and Baker's Narrows — all served with public camping ground facilities. The area also is well known for its fishing and duck and geese shooting. The internationally famous "Trappers' Festival" is held at The Pas every February.

Cranberry Portage—an hour's run north of The Pas on No. 10 highway is the centre of a popular fishing area made up of three lakes—Athapapuskow, where the world's largest lake trout was caught, and which has excellent accommodation; Reed Lake and Elbow Lake, each having good fishing and accommodation.

At the end of No. 10 highway is the booming mining town of Flin Flon—a sight of its own. Flin Flon is Northern Manitoba's largest urban centre—it is also a town with probably the most imaginative name in Canada, derived from the name of a legendary hero of a dime fiction novel—Dr. Flintabbate Flonatin, who was purported to have found a city of gold underneath the earth's surface. A copy of the novel was found by the men who discovered the rich deposits of copper, zinc and other valuable minerals in what is now Flin Flon. These early prospectors named their find after the fiction hero.

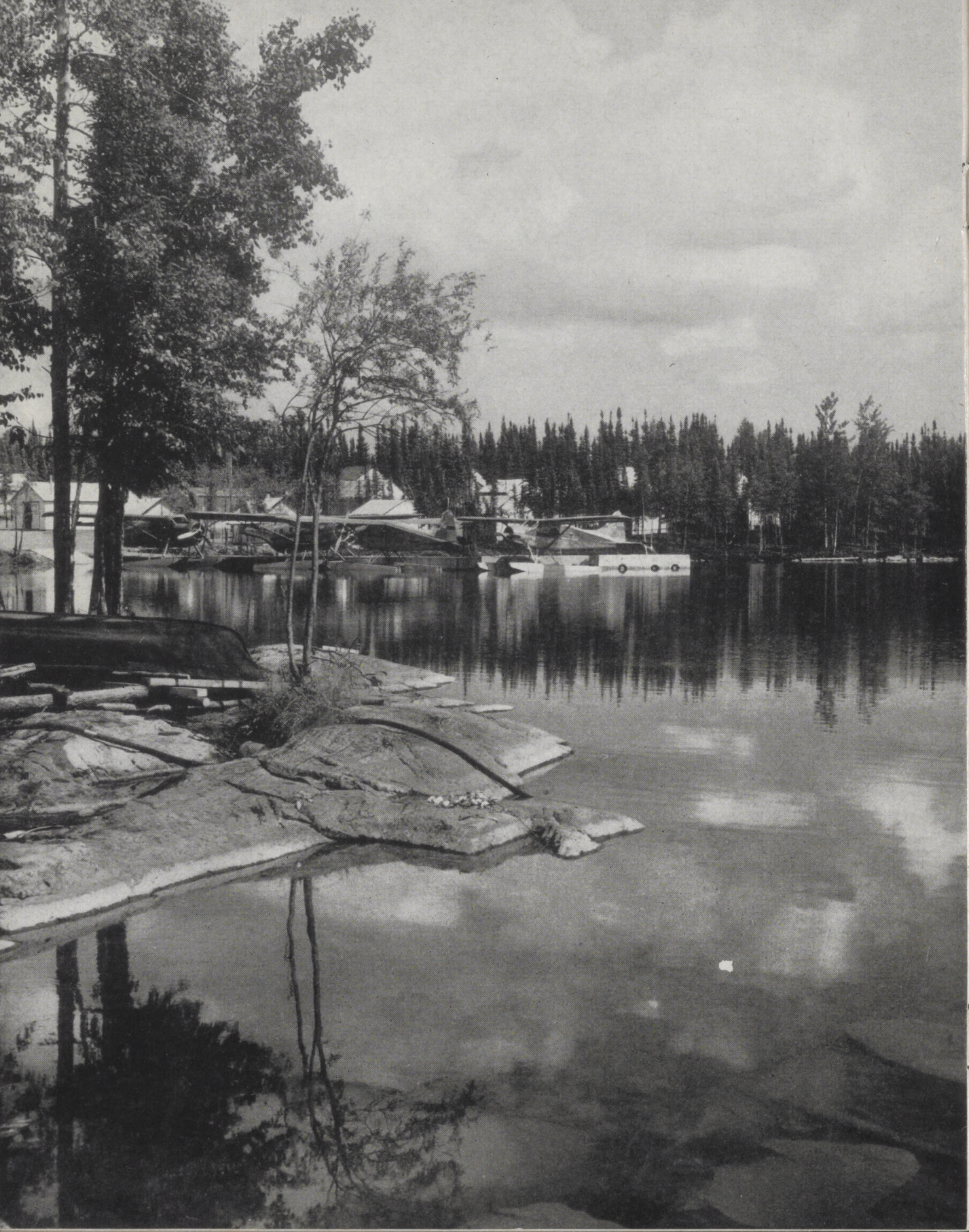
Today Flin Flon has a population well over the 15,000 mark and has a well developed economy, though its roots still remain in mining operations. Nearby the town is Phantom Lake where there is a pleasant sandy beach and a good golf course. It is in the Flin Flon lake area that the internationally renowned trout fishing derby is held each year in June.

Among a few of the many points in the north which are becoming popular among sports fishermen are Sherridon, Cormorant and Atikameg Lakes, Wekusko, Wabowden, Thicket Portage, Ilford, Gillam, Pukatawagan, Brochet, Duck Lake, South Knife Lake, Limestone River, Deep River, Lynn Lake and Weir River—most of which can be reached by railway.

To eager anglers all over North America, Gods Lake is the world famous locale of trophy size lake trout, and the adjoining Gods River, the haven of some of the largest brook trout in the world.

For many years lake trout and brook trout from this renowned area have captured international awards for size. In 1956 lake trout from







Gods Lake swept the board in the international competition sponsored by a well known United States outdoor magazine—taking the top five awards. In the same competition brook trout from Gods River took two of the top awards.

Gods Lake, roughly 400 air-miles north of Winnipeg, is accessible only by charter flights from Winnipeg or Kenora, Ontario. The area is served by four modern fishing lodges.

Turning to the more central northern area—a favorite holiday jaunt is the weekly lake steamer excursion cruise from Selkirk to Norway House at the northernmost point of Lake Winnipeg. The S.S. Keenora makes the round trip once a week right through the summer months, taking trippers from Selkirk to Warren's Landing from where they are taken up the Nelson River by small boat to Norway House.

In the Duck Mountain Forest Reserve northwest of Dauphin are a score of lovely lakes, on some of which picnic and camping areas have been developed by the Manitoba Government Forest Service. Modern housekeeping cabins are located at Wellman Lake.

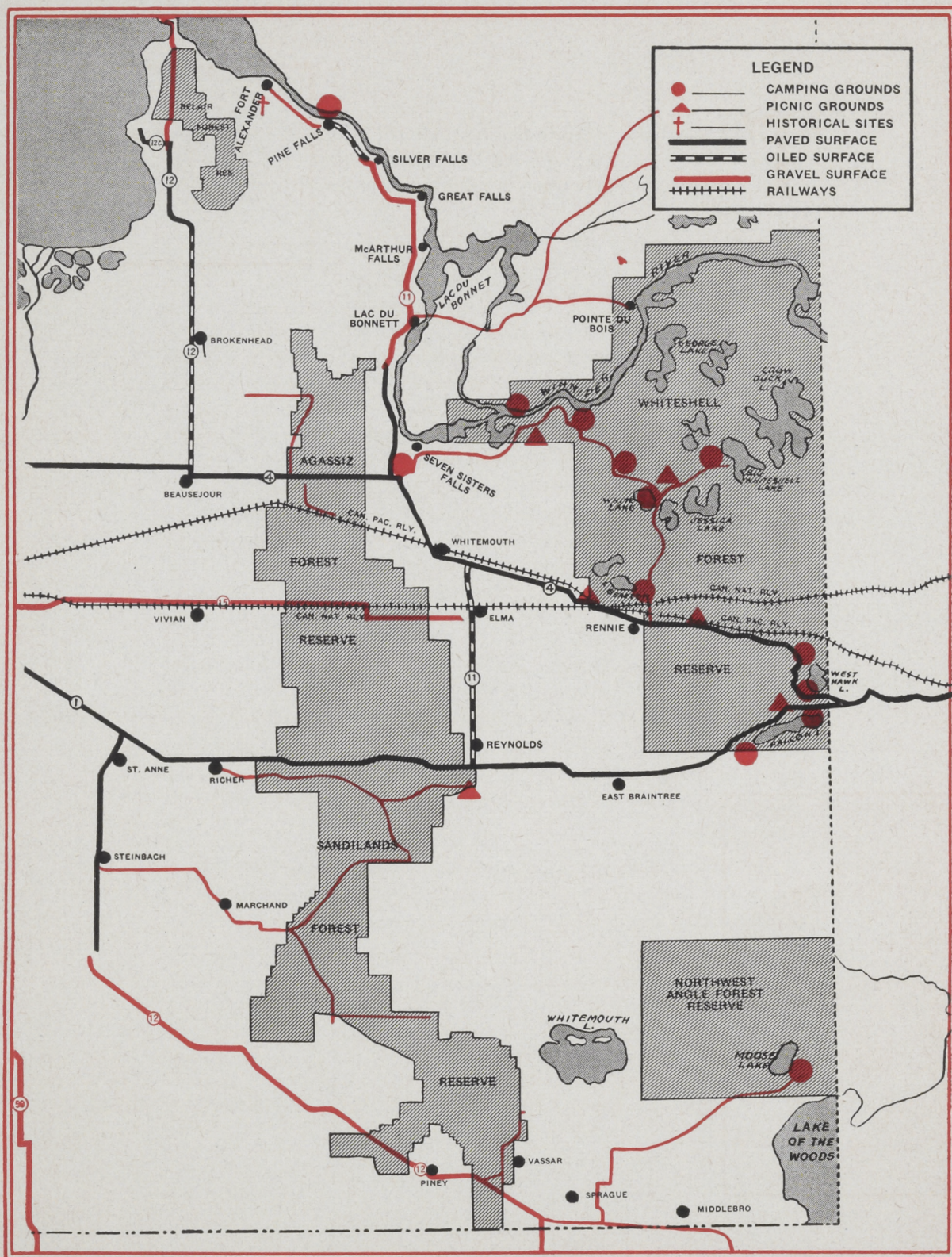
On the southern extremity of the Blue Lakes Chain and at Elk Lake, picnic areas are located. A picnic and camping area is situated at the northern tip of Singoosh Lake. These sites may be reached by gravel roads over two alternate routes, west from Highway No. 10, just north of Garland—and north from Highway No. 5 at Grandview.

In the northern section of the Forest Reserve combined picnic and camping areas are situated on the west shores of Wellman Lake and Line Lake, and a gravel road south from Highway No. 10 at Minitonas leads to the sites.

In the west-central area a picnic and camping ground is located on the southeast shore of Child's Lake, and may be reached by gravel road—east from Highway No. 83, through San Clara and Boggy Creek.

These then are but a few of the many attractions that await the city or town dweller if he takes his holiday in "our" north. There is much more to be seen than this—there are old museums, Indian reserves, historical old churches, highway picnic grounds, and a rugged country he'll never forget—find out more about "your" north and get to KNOW MANITOBA BETTER . . .





# LEGEND

- CAMPING GROUNDS
- ▲ PICNIC GROUNDS
- ✚ HISTORICAL SITES
- PAVED SURFACE
- - - OILED SURFACE
- GRAVEL SURFACE
- + + + + + RAILWAYS



**T**HE main vacation area in the eastern district of Manitoba is the Whiteshell Forest Reserve. Less than a two-hour drive from the heart of Winnipeg, the Whiteshell is a land of forests, lakes and sparkling streams.

During the past few years it has become one of Canada's best known holiday areas, and each year is a mecca for tourists from all over the continent. Originally it was devoted almost exclusively to catering to the tastes of fishermen, but today, while still providing good angling, it has cast its appeal in the direction of the family holiday-maker.

To describe the many attractions of this still untouched spot of natural beauty in a few lines is an impossibility, yet a few highlights must be mentioned. Centuries ago the Indians found the Whiteshell and liked what they saw. It became a place of ceremonial dances for the Ojibway people—a place to worship Manitou—and a place to talk and listen to nature. Many traces of this earlier way of life still exist in the deep forests surrounding the rock bound lakes and on the wider shores of some of its lakes, giant mosaics constructed by these early Canadians still stand—mute evidence to the lure of the Whiteshell.

The form and shape of the area comes as a shock to the visitor as the approach through the almost English-like countryside of Lac du Bonnet and its neighboring hamlets leaves him unprepared for the sudden entrance into a rocky high terrain carved out by the glaciers of the ice age.

The southern half of the area is a game reserve, where bear, moose, deer, beaver and muskrat roam at will amid lakes that have been sown with wild rice beds which attract thousands of migratory birds each year.

For the botanical enthusiast there is an abundance of trees and wild flowers of every type—some thought to be peculiar to this province.

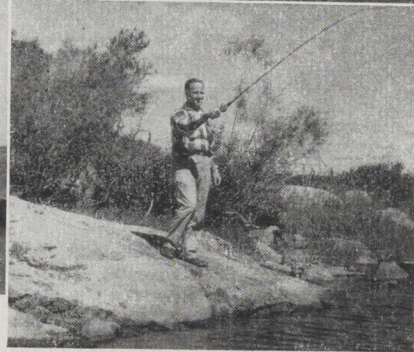
For the sportsman who likes to get away from it all by simply fishing there are half-a-dozen lakes with good accommodation, boats and plenty of sound advice attached. As for the fish themselves, there are lake trout, brook trout, walleye, bass, northern pike, and rainbow trout, all ready to put up a good fight and come out of







*Eastern Manitoba is the home of lakes, forests, wildlife and fish. Outstanding holiday area in the district is the Whiteshell provincial park, a few photographs of which appear here.*





the water firm and fighting fit. In the regions further north of the reserve there are guides to be had and good solid cabins to live in while the fisherman spends the kind of real holiday he likes.

For the younger set, who like to spend their summer holidays doing something original there is a network of lakes and streams—more than 200 of them—ready for exploration by canoe.

And then, for Mr. Average Citizen, who likes his holidays with his family—there are a dozen or more lakes offering everything from sandy beaches to rocky coves, silent still deep waters to turbulent streams, high shady forests to dazzling bright bays—all served by good accommodation. Whether you like to join in the fun in a holiday camp, or rent a private bungalow for peace and quiet, all are available there.

Among the most popular lakes for holiday-makers in the Whiteshell area are Lakes Eleanor, Dorothy and Nutimik. These are formed by a widening of the Winnipeg River and many fine and well-equipped lodges and camps, popular among sportsmen and family groups, are located on their shores.

Then there are Betula, White, Jessica and Big Whiteshell Lakes: Most of these are popular both for family and fishing holidays. It is in the region of Betula Lake that the Indian mosaics can be seen. Good sandy beaches make the majority of these lakes popular with the youngsters—while father will enjoy the good fishing. A short portage away from Big Whiteshell lies Crow Duck Lake—noted for its particularly fine fishing.

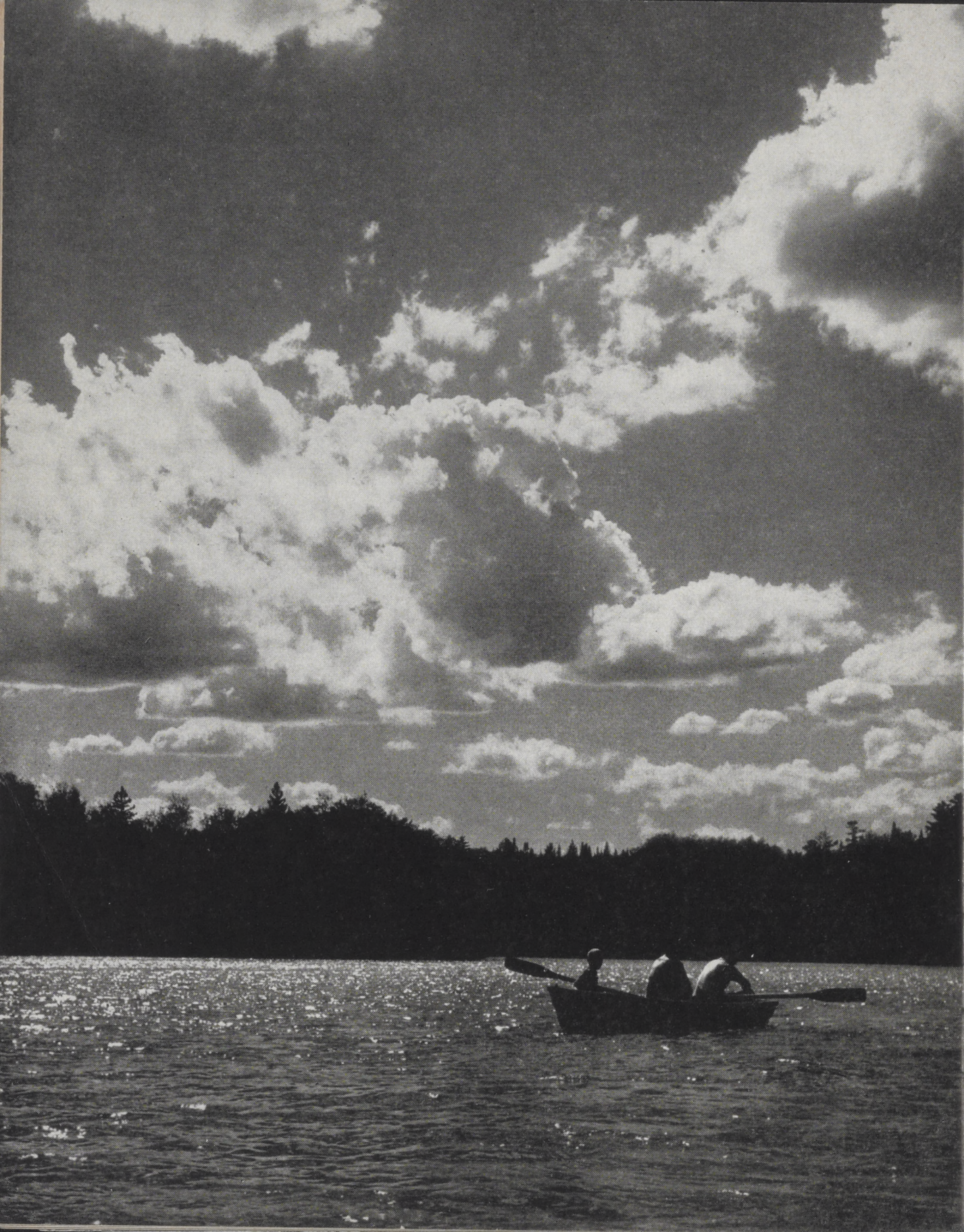
Lake Brereton is one of the oldest vacation lakes. It has fine beaches and good accommodation and dozens of islands to be visited by the amateur explorer.

Caddy Lake is in the game reserve and is the “canoeist’s dream.” From it the holiday-maker can paddle to such lakes as South and North Cross. Another lake in the game reserve area is West Hawk, a large and clearwater lake known for its fine fishing. It combines sandy beaches and rocky cliffs suitable for any type of vacation seeker. At its north end lies the trout hatchery which is well worth a visit.

Other lakes well worth a visit or a whole holiday are gem-like Star Lake and Camp, Lyons and High Lakes, all with many attractions and well served by good accommodation.

The summer resort town site of Falcon Beach on Falcon Lake is located in the Whiteshell Forest Reserve on the Trans-Canada High-







way—88 miles east of Winnipeg. Extensive developments undertaken there by the Manitoba Government are attracting an increasing number of holidayers, picnickers and permanent summer residents.

Picnic, playground, tent and trailer areas have been completed. A public dock, bathing houses, beach pavilion and improved and extended shoreline and beach are ready for use. Water and sewer lines have been laid in the townsite, main access roads have been completed, also residential streets and sidewalks.

Motel accommodation is available—also a shopping centre, service station, bus depot and eighteen-hole golf course.

The Whiteshell Forest Reserve is strategically located for visiting motorists from the United States, eastern and western Canada. Two paved highways, the Trans-Canada and P.T.H. No. 4 cross its southern portion and connect with the main highways west from Ontario and east from Saskatchewan. It is well within four hours' travelling time of International Falls, Minnesota via Kenora and Ontario Highway 17, and is only three hours' travelling time from Pembina, North Dakota via Winnipeg and No. 4 or the Trans-Canada highways, east.

The northern portion of the Reserve is spanned by the great arch of the Winnipeg River, the historic waterway to the West, and now the site of fine motels, hunting lodges and camping and picnic sites.

Travelled extensively by explorer and fur trader, it was the route connecting the Canadian West and Northwest with the Great Lakes chain, through Lake of the Woods, Rainy River and Rainy Lake.

The Winnipeg River has much to offer fishermen. A score of camps and motels are located along its shores from the Ontario border to Pine Falls near its mouth. Two lakes, George and Forbes, are noted for their fine fishing and can be reached by portage from the Winnipeg River.

In the southeast corner of Manitoba lies Moose Lake, a recently developed holiday area and one that is full of pleasant surprises. Situated about 130 miles from Winnipeg there is good swimming in a picturesque setting and well-equipped picnic grounds.

These are but a few of the vacation areas in Eastern Manitoba open to visitors to the province and its own residents. Visit the district, spend a holiday there and get to KNOW MANITOBA BETTER.



## SPECIAL EVENTS

**M**ANITOBA provides year-round activities for both its residents and visitors. Apart from having above average facilities for individual and team sports, such as golfing, riding, skiing, bowling, curling and skating, to name but a few, it stages many spectator sports such as hockey, basketball, baseball, football, lacrosse, cricket and stock-car racing.

Always popular are the agricultural fairs and exhibitions held in large and small urban and rural centres, from early June to late September. Many different sporting competitions and celebrations are associated with the fairs or are staged as separate events. There is only space to mention a few of these, such as: Highland Games, Red River Exhibition, Horse Racing, Symphony Orchestra, Rainbow Stage, Musical Festival and Ballet performances in Winnipeg; Provincial Exhibition and Royal Winter Fair at Brandon, Icelandic Festival at Gimli, Selkirk Regatta, Churchill Rail Excursion, Water Ski Championships at Morden, Skiing Championships at La Riviere, harness racing at many fairs and ploughing championships at Portage la Prairie.

June sees the start of the fishing derbies and competitions in many areas of the province. Non-resident as well as resident anglers may participate in these popular contests. The internationally famous Flin Flon Trout Festival, with its many other events, is held at the end of June.

In the winter months skating, hockey and skiing are popular, and most towns have a curling rink. In Winnipeg the world's largest bonspiel is held each February. In the same month the Trappers' Festival is staged at The Pas, with the World Championship Dog Derby being the feature event.

These are some of the highlights of life in Manitoba, a province rich in colorful and diversified sports, recreations and entertainment.

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*Published by*  
DEPARTMENT OF INDUSTRY AND COMMERCE  
Travel and Publicity Branch  
PROVINCE OF MANITOBA

Printed by R. S. EVANS, Queen's Printer for Manitoba—1960.

